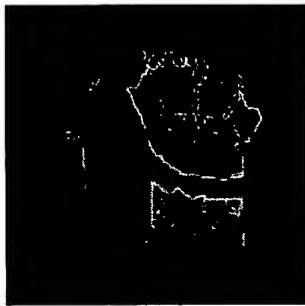



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[▶ zPro Features](#)
[▶ Testimonials](#)
[▶ Make Zoomerang Work For You](#)


Membership Options

| | zPro Subscription | Basic Membership (Free) |
|------------------------|---|---|
| Principal Users | Business Owners, Marketing and Human Resource Managers, Educators, Non-Profit Professionals | Individuals, Personal Use |
| Key Features | <ul style="list-style-type: none"> • Ask up to 100 questions per survey • Utilize multiple pages • Enable skip, or branch, logic • Make any question mandatory • Create surveys in almost any language; customize the survey and buttons • Customize the survey-taking experience by providing your own text for survey buttons and mandatory question messages • Customize the survey "Thank You" page • Customize Sender Email Address in Survey Invitations • Merge Recipient Information into Survey Invitation • Send Reminder Emails • Redirect respondents to a different web site on survey submit • Insert links to your web site • Include images in surveys • Reporting on unlimited responses • Store survey data for entire subscription period • Share results with others • Download results • Cross-tabulate responses • Utilize professionally designed templates, or create a survey from scratch • Import Email Addresses • Export Email Addresses • Optional Web Greeting Page • zPro Customer Support <p>Click Here to learn a little more about these features and see examples.</p> | <ul style="list-style-type: none"> • Ask up to 30 questions per survey • Utilize multiple pages • Create survey questions and answers in almost any language • Reporting on maximum of 100 responses per survey • Survey data stored for only 10 days after survey launch • Limited analysis capability |
| Cost | Purchase Zoomerang's 12-month subscription for only \$599 USD. This allows you to conduct an UNLIMITED number of surveys and collect up to 10,000 responses across all surveys in the subscription period. If you need more survey responses, Zoomerang is scalable to meet your needs. If at anytime you exceed the 10,000 responses included in your one-year subscription, your account will automatically be charged an additional \$200 USD fee at the start of each increment of 5,000 responses. NOTE: One survey taken = one response. The subscription year begins on the day of account activation. | Free |

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Make Zoomerang Work For You

[Why Zoomerang is so popular](#)

[Who is using Zoomerang](#)

[What makes a great survey](#)

[Additional tips](#)

[Who are the respondents](#)

[Tell me about my results](#)

[Which surveys are most frequently sent](#)

[Testimonials](#)

Why Zoomerang is so popular

- Easily create and send dynamic surveys
- Over 100 modifiable templates
- Real time results on any topic
- Inexpensive
- Take the guesswork out of decision-making
- Link a survey to your Web site
- Confidential and secure - your email addresses and surveys are kept private
- Not intrusive! Respondents can answer at will
- Newly added features (cross-tabulation, results via email, extended storage, place logo into surveys)

[Top](#)

Who is using Zoomerang

- Educators
- Students
- Small business owners
- Internet start-up companies
- Event coordinators
- Public safety institutions
- Church groups
- Government/Military organizations
- Non-profit organizations
- Entrepreneurs
- Healthcare providers

[Top](#)

What makes a great survey

Tip 1 - Clearly establish the goals and objectives of your survey. Determine your target audience.

Tip 2 - Start developing questions that will provide you with the information you need. This isn't always easy. Questions should be clear and simple, and allow you to reach the objectives of your survey.

Tip 3 - PRETEST all questions prior to launching your survey. This enables you to catch missing and flawed questions, typos and poor sentence structure before launching your survey.

[Top](#)

Additional tips

- Funnel Method. Start with broad questions and then get more detailed. Questions read better when there is a logical progression.
- If you need to contact respondents after the survey has been completed, add a question asking for their name or contact information.
- Use the appropriate questions styles. Each question has specific strengths and benefits. For example, in many cases the matrix rating questions provide more detailed and relevant responses.
- Use headings to separate question categories and to introduce different sections. Headings help respondents stay on track and avoid confusion.
- Certain variables affect your response rate, i.e., survey topic, the number of questions, and incentive offered.

[Top](#)

Who are the respondents

You may choose your own respondents or purchase a list from Zoomerang. We have access to more than ten million willing survey takers with varying demographics, ready to offer you their feedback and opinions. Survey respondents or "the sample" is an important asset to anyone looking for feedback. Obtaining relevant sample is one of the most difficult challenges facing Web researchers today.

[Top](#)

Tell me about my results

You'll begin receiving feedback hours (even minutes) after deploying your survey – the results are tabulated in real time. All responses are presented in a variety of powerful graphic overlays to facilitate analysis and understanding of the feedback. If you're looking to conduct in-depth analysis of results, we offer an upgrade package. You'll gain the ability to upload an image into your title area, download results, cross tabulate questions, and increase the storage time of your results.

[Top](#)

Which surveys are most frequently sent

- Concept Test: Packaged Goods
- Course Instructor Evaluation
- Customer Satisfaction/Feedback
- Demographic Questions for Surveys
- Employee Satisfaction
- Family & Friends Gift Giving Survey
- General Event Planning
- Idea Sharing & Testing

- Meeting Feedback
- Performance Evaluation (Employee or Candidate)
- Personal/Family Web Site Survey
- Product Evaluation
- Survey for Study Groups
- Travel/Vacation Planning
- Web Site Content Survey

[Top](#)

Zoomerang success stories

"...within minutes I was up and running. Zoomerang solves the two most frustrating aspects to conducting a survey: survey creation and results tabulation. Best of all I can check... the status of my results from my computer." – Greg F., Worldwide direct and interactive marketing services company.

"Great idea. The interface is easy to navigate. Templates are all gorgeous. The buttons are cool. It does a lot of stuff my \$2,000 survey package 'Decision' does" – Jessica F., Leading supplier of PC design software and digital content creation tools.

"A great mechanism...makes it easy to get a survey out and track the data without having to labor over programming and spending countless hours aggregating data." – Seth D., Leading independent oil and gas exploration and development company.

"I was quite impressed with the idea, site, and quality of the software. I experienced zero bugs, and the interface was very intuitive." – Tom A., Leading provider of position transducers and air data products.

[Top](#)

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